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PR Newswire. New York: Oct 20, 1998. p. 1
Full text

2. **Voice is future for e-commerce**
Hailey Lynne McKeefry. **EBN.** Manhasset: Oct 19, 1998. p. PG.81
Full text

3. **Vendors Team On V-Commerce**
InternetWeek. Manhasset: Oct 19, 1998. p. PG.27
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4. **Reach out and touch the Web**
Brian Quinton. **Telephony.** Chicago: Oct 19, 1998. Vol. 235, Iss. 16; p. 43 (1 page)
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5. **Company Index**
American Banker. New York, N.Y.: Oct 13, 1998. Vol. 163, Iss. 196; p. 2
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6. **Electronic Commerce: Group Will Promote Voice Recognition for Electronic Commerce**
TAMI LUHBY. **American Banker.** New York, N.Y.: Oct 13, 1998. Vol. 163, Iss. 196; p. 13
Full text

7. **AS INDUSTRY GROWS, SO TOO DOES NUANCE**
Voice Technology & Services News. Potomac: Oct 13, 1998. Vol. 17, Iss. 21; p. 1
Full text

8. **Motorola, Microsoft advancing speech for front end**
Cheryl Rosen. **Business Travel News.** San Francisco: Oct 12, 1998. Vol. 15, Iss. 24; p. 7 (1 page)
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9. **Vendors unite for voice on the Web**
Gregory Dalton. **InformationWeek.** Manhasset: Oct 12, 1998. p. 34 (1 page)
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10. **Voice-commerce alliance begins to make some noise**
Matthew Nelson. **InfoWorld.** San Mateo: Oct 12, 1998. Vol. 20, Iss. 41; p. 44 (1 page)

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11. **Techweek A quick look at the latest technology news. New brain implant one step from telepathy**
The Atlanta Journal the Atlanta Constitution. Atlanta, Ga.: Oct 11, 1998. p. H.01
Full text

12. **Internet commerce plan coming**
Milwaukee Journal Sentinel. Milwaukee, Wis.: Oct 6, 1998. p. 1
Full text

13. **Operator? Give me the Web and make it quick! // TECHNOLOGY: Firms announce an Internet access plan that uses speech recognition.**
JOHN MARKOFF: The New York Times. **Orange County Register.** Santa Ana, Calif.: Oct 6, 1998. p. c.04
Full text

14. **BroadVision Joins V-Commerce Alliance**
PR Newswire. New York: Oct 6, 1998. p. 1
Full text

15. **Motorola, Visa, BroadVision and Others Team with Nuance To Introduce V-Commerce**
PR Newswire. New York: Oct 6, 1998. p. 1
Full text

16. **Syntellect Joins Nuance V-Commerce Alliance Announces Contracts for V-Commerce Self-Service Applications Worth Over $900,000**
PR Newswire. New York: Oct 6, 1998. p. 1
Full text

17. **via World Network Joins V-Commerce Alliance, Chooses Nuance Software for via Voice Reservation System**
PR Newswire. New York: Oct 6, 1998. p. 1
Full text

18. **Visa Teams With Nuance to Deliver Secure V-Commerce Applications**
PR Newswire. New York: Oct 6, 1998. p. 1
Full text

19. **webMethods Joins V-Commerce Alliance; Enters Co-Marketing Agreement With Nuance**
PR Newswire. New York: Oct 6, 1998. p. 1
Full text

20. **NO COMPUTER? JUST DIAL THE WEB**
JOHN MARKOFF New York Times News Service. **The Oregonian.** Portland, Or.: Oct 6, 1998. p. E.08
Full text

21. **Visa teams with Nuance to deliver V-Commerce applications**
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22. **Nuance Communications Integrates Speech Recognition and Language Understanding Software With Natural MicroSystems' CT Access**
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Full text

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BroadVision, Inc. Receives Patent for BroadVision One-To-One Application System Technology

PR Newswire. New York: Feb 5, 1998. pg. 1

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Companies: BroadVision, Inc
Dateline: California
Publication title: PR Newswire. New York: Feb 5, 1998. pg. 1
Source Type: Wire Feed
ProQuest document ID: 25878398
Text Word Count 474
Article URL: http://gateway.proquest.com/openurl?ctx_ver=z39.88-2003&res_id=xri:pqd&rft_val_fmt=ori:fmt:kev:mtx:journal&genre=article&rft_id=xri:pqd:did=000000025878398

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Abstract (Article Summary)

REDWOOD CITY, Calif., Feb. 5 /PRNewswire/ -- **BroadVision**(R), Inc., (Nasdaq: BVSN) the leading supplier of one-to-one relationship management applications for the extended enterprise, announced today that the United States **Patent** Office has issued **Patent** 5,710,887 on January 20, 1998 to the company. The **patent** covers its **BroadVision** One-To-One(TM) Application System. Effective with an original filing date of August 29, 1995, the **patent** grants the company comprehensive intellectual property right protection on its core technology. It embodies 49 claims and covers some of the most fundamental building blocks concerning the processes and operations of conducting dynamic and personalized business on the Net.

"We are extremely excited and proud to announce that the U.S. **Patent** Office has officially granted this **patent** to **BroadVision**," commented Pehong Chen, **BroadVision's** president and CEO. "This **patent** catapults **BroadVision** far ahead of its competitors and supports the company's thought and technology leadership position in the marketplace as the pioneer of personalized Net business applications for the extended enterprise."

Full Text (474 words)

Copyright PR Newswire - NY Feb 5, 1998

Industry: COMPUTER/ELECTRONICS; INTERNET MULTIMEDIA ONLINE

Patent Represents Another Step Toward Dominance of the One-To-One Relationship

Management and Enterprise Internet Applications Market

REDWOOD CITY, Calif., Feb. 5 /PRNewswire/ -- **BroadVision**(R), Inc., (Nasdaq: BVSN) the leading supplier of one-to-one relationship management applications for the extended enterprise, announced today that the United States **Patent** Office has issued **Patent** 5,710,887 on January 20, 1998 to the company. The **patent** covers its **BroadVision** One-To-One(TM) Application System. Effective with an original filing date of August 29, 1995, the

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"**BroadVision** is now in an excellent position to provide and protect the underlying technology vital to expand our market leadership in internet applications for the extended enterprise," commented Clark Catelain, **BroadVision's** vice president of engineering. "Our customers can rest assured that they are getting innovative software that carries with it the protection of a U.S. **Patent**."

About the **BroadVision** One-To-One Application System

BroadVision One-To-One is an enterprise-class software application system for rapid development and real-time operation of one-to-one relationship management applications for the extended enterprise. The **BroadVision** One-To-One application system product supports large user and content databases, high transaction volumes, intelligent agent matching, and easy integration with existing business systems. It also incorporates a suite of management tools that empower non-technical business managers, content editors, and Web masters to dynamically control application behavior from their desktops. These comprehensive, powerful features enable companies to deploy highly secure, scalable, smart, and flexible e-commerce, self-service, and knowledge management applications over the global Internet, as well as corporate intranets and extranets.

About **BroadVision**

Founded in 1993, **BroadVision**, Inc. is the leading supplier of application solutions for enterprise class, personalized business on the global Internet. These end-to-end solutions enable companies to rapidly deploy and cost-effectively operate secure, scalable, intelligent, and flexible electronic business and knowledge management applications for the retail/distribution, financial services, high technology and telecommunications industries. **BroadVision** is headquartered in Los Altos, Calif. and maintains an extensive network of subsidiaries and licensed resellers in North and South America, Europe and Asia. The company can be reached at 650-261-5100 or on the World Wide Web at www.**broadvision**.com.

NOTE: **BroadVision** is a registered trademark of **BroadVision**, Inc. **BroadVision** One-To-One is a trademark of **BroadVision**, Inc. All other names are the properties of their respective companies. SOURCE **BroadVision**, Inc.

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BroadVision Joins V-Commerce Alliance

PR Newswire. New York: Oct 6, 1998. pg. 1

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Dateline: *California, New York*
Publication title: PR Newswire. New York: Oct 6, 1998. pg. 1
Source Type: Wire Feed
ProQuest document ID: 34848381
Text Word Count 616
Article URL: http://gateway.proquest.com/openurl?ctx_ver=z39.88-2003&res_id=xri:pqd&rft_val_fmt=ori:fmt:kev:mtx:journal&genre=article&rft_id=xri:pqd:did=000000034848381

Abstract (Article Summary)

NEW YORK, Fall Internet World '98, Oct. 6 /PRNewswire/ -- Nuance Communications today announced that BroadVision, Inc. (Nasdaq: BVSN) has joined the **V-Commerce**(TM) Alliance, a group of technology vendors and systems integrators that are collaborating with **Nuance** to make it easier to build and deploy **V-Commerce** applications. These applications use natural language speech recognition to perform self-service transactions over the telephone and other connected devices.

BroadVision and **Nuance** will work together to integrate the BroadVision One-To-One(TM) family of Internet applications with **Nuance** SpeechObjects(TM), reusable components for rapid development of **V-Commerce** applications. The combined solution will provide personalized business-to-consumer services over the telephone, complementing BroadVision's strength in Web enabling such services. This will enable companies to use BroadVision One-To-One for both Web applications and speech-enabled telephone applications, extending the benefits of personalized services to 800 million telephones and other connected devices.

Full Text (616 words)

Copyright PR Newswire - NY Oct 6, 1998

Industry: COMPUTER/ELECTRONICS; INTERNET MULTIMEDIA ONLINE

BroadVision to Collaborate with **Nuance** to Speech-Enable One-to-One

Applications

NEW YORK, Fall Internet World '98, Oct. 6 /PRNewswire/ -- Nuance Communications today announced that BroadVision, Inc. (Nasdaq: BVSN) has joined the **V-Commerce**(TM) Alliance, a group of technology vendors and systems integrators that are collaborating with **Nuance** to make it easier to build and deploy **V-Commerce** applications. These applications use natural language speech recognition to perform self-service transactions over the telephone and other connected devices.

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applications. The combined solution will provide personalized business-to-consumer services over the telephone, complementing ⓘBroadVision's strength in Web enabling such services. This will enable companies to use BroadVision One-To-One for both Web applications and speech-enabled telephone applications, extending the benefits of personalized services to 800 million telephones and other connected devices.

"We look forward to a very productive collaboration with ⓘ**Nuance** and other members of the **V-Commerce** alliance," said Dr. Pehong Chen, president and CEO of ⓘBroadVision, Inc. "As the leading supplier of Web-based self service applications for one-to-one marketing, selling and customer service over the Internet, we see adding telephone access as a natural extension of that process. The combination of BroadVision and **Nuance** offers a unique value proposition to companies that want to provide their customers with self- service transactions from the most convenient device, whether it be a Web browser or a telephone."

"BroadVision One-To-One Internet applications will add a new level of personalization to over-the-phone transactions with speech interfaces," said Ronald Croen, president and CEO of ⓘ**Nuance** Communications. " ⓘBroadVision's leadership in both the electronic commerce and financial services markets has resulted from its pioneering work in proving the value of one-to-one marketing and self-service transactions over the Web. By adding our natural language speech recognition to the BroadVision One-To-One family of products, ⓘBroadVision will enable Global 2000 companies to offer even greater customer service and maintain greater competitive advantage."

About the **V-Commerce** Alliance

The **V-Commerce** Alliance includes leading technology software, services and infrastructure companies that are working with ⓘ**Nuance** to build and deploy **V-Commerce** applications. In addition to natural language speech recognition, **V-Commerce** applications will typically include e-commerce and application servers, packaged applications and telephony hardware and software. For more information, see the **V-Commerce** Web site at http://www.**v-commerce**.com or try out **V-Commerce** applications at 1-877-TRY-VCOM.

About ⓘBroadVision, Inc.

Founded in 1993, ⓘBroadVision, Inc. (Nasdaq: BVSN) is the leading worldwide supplier of Internet applications for one-to-one relationship management across the extended enterprise. These end-to-end solutions enable companies to rapidly deploy and cost-effectively operate secure, scalable, intelligent, and flexible electronic business and knowledge management applications for the financial services, retail/distribution, high technology, telecommunications, and travel/leisure industries. ⓘBroadVision is headquartered in Redwood City, Calif. The company can be reached at 650-261-5100 or on the World Wide Web at http://www.broadvision.com.

About ⓘ**Nuance** Communications

Named one of Upside's Hot 100 Private Companies and Red Herring's Top 50 Privately Held Companies, ⓘ**Nuance** Communications develops natural language speech recognition and speaker verification software for **V-Commerce** and enhanced network services applications. The company's products enable anyone to gain access to information and services and complete transactions using everyday conversational language. Headquartered in Menlo Park, California, the company focuses on customer service applications in call centers, particularly within the financial services and travel industries, and on enabling enriched functionality and new services in telecommunications networks. For more information, see **Nuance's** Web site at http://www.**nuance**.com or call (650) 847-0000.

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ⓘMotorola, Visa, ⓘBroadVision and Others Team with ⓘNuance To Introduce V-Commerce

PR Newswire. New York: Oct 6, 1998. pg. 1

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Dateline:	*California, New York*
Publication title:	PR Newswire. New York: Oct 6, 1998. pg. 1
Source Type:	Wire Feed
ProQuest document ID:	34848385
Text Word Count	1464
Article URL:	http://gateway.proquest.com/openurl?ctx_ver=z39.88-2003&res_id=xri:pqd&rft_val_fmt=ori:fmt:kev:mtx:journal&genre=article&rft_id=xri:pqd:did=000000034848385

Abstract (Article Summary)

NEW YORK, Fall Internet World '98, Oct. 6 /PRNewswire/ -- A group of technology leaders including ⓘMotorola, Inc., Visa International and ⓘBroadVision, Inc, today joined with ⓘ**Nuance** Communications to introduce **V-Commerce**(TM). **V-Commerce** enables anybody who is away from a computer to reap the benefits of electronic commerce using natural language speech recognition. As members of the **V-Commerce** Alliance, these companies will build and deploy applications using a voice interface. With **V-Commerce** applications, people will be able to complete self-service transactions whether they are in their office, their home or anywhere in between, alternatively using the Web or the telephone.

"At ⓘFidelity Investments, one of our goals is to make it convenient and easy for customers to complete self-directed transactions wherever they are," said Steve Cone, president, customer marketing and development, for ⓘFidelity Investments Personal Investments and Brokerage Group. "To complement our Web site, we are building **V-Commerce** applications for our customers to obtain quotes and account balances and to complete transactions for equities and mutual funds over the telephone using **Nuance's** natural language speech recognition. The **V-Commerce** applications will enable us to provide a consistent functionality and service over both the telephone and Web."

Leading technology software, infrastructure and services companies are collaborating to form the **V-Commerce** Alliance. Typical **V-Commerce** applications will combine speech recognition with other products such as e-commerce, application servers, packaged applications, IVR and telephony platforms and hardware and networking infrastructure. In addition to ⓘ**Nuance**, charter members of the **V-Commerce** Alliance include: ⓘArtisoft, Inc. (Nasdaq: ASFT), Aspect Telecommunications, Inc. (Nasdaq: ASPT), Brite Voice Systems, Inc. (Nasdaq: BVSI), ⓘBroadVision, Inc. (Nasdaq: BVSN), Calico Technology, Inc., Dialogic Corporation (Nasdaq: DLGC), Destiny Software, ⓘMotorola, Inc. (NYSE: MOT), ⓘNatural Microsystems Corporation (Nasdaq: NMSS), ⓘNetwork Engines Inc., Periphonics Corporation (Nasdaq: PERI), SAP Labs, Inc. (NYSE: SAP), ⓘSyntellect, Inc.(Nasdaq: SYNL), SCITEC Limited, via World Network, Visa International, Voice Integrators and webMethods, Inc. Additional Alliance members will be added in the coming weeks.

Full Text (1464 words)

Copyright PR Newswire - NY Oct 6, 1998

Industry: COMPUTER/ELECTRONICS; BANKING/FINANCIAL SERVICES; TELECOMMUNICATIONS

NEW YORK, Fall Internet World '98, Oct. 6 /PRNewswire/ -- A group of technology leaders including ⓘMotorola, Inc., Visa International and ⓘBroadVision, Inc, today joined with ⓘ**Nuance** Communications to introduce **V-Commerce**(TM). **V-Commerce** enables anybody who is away from a computer to reap the benefits of electronic commerce using natural language speech recognition. As members of the **V-Commerce** Alliance, these companies will build and deploy applications using a voice interface. With **V-Commerce** applications, people will be able to complete self-service transactions whether they are in their office, their home or anywhere in between, alternatively using the Web or the telephone.

Corporations are realizing the need for **V-Commerce** as customers insist on consistently high levels of service over any automated channel, especially the Web and the phone. According to a recent report from ⓘForrester Research, "Over the next 24 months, companies need to adopt a cross-channel service strategy that will enable customers to use any channel they choose and to switch channels easily." As speech recognition has matured, a voice user interface over the telephone has become as compelling as a graphical user interface.

"At ⓘFidelity Investments, one of our goals is to make it convenient and easy for customers to complete self-directed transactions wherever they are," said Steve Cone, president, customer marketing and development, for ⓘFidelity Investments Personal Investments and Brokerage Group. "To complement our Web site, we are building **V-Commerce** applications for our customers to obtain quotes and account balances and to complete transactions for equities and mutual funds over the telephone using **Nuance's** natural language speech recognition. The **V-Commerce** applications will enable us to provide a consistent functionality and service over both the telephone and Web."

Current ⓘ**Nuance** customers that have deployed **V-Commerce** applications include ⓘCharles Schwab, American Airlines, ⓘFidelity Investments, General Magic and viaWorld Network.

"**V-Commerce** builds on all the benefits of electronic commerce and makes them easy and accessible to everyone," said Ronald Croen, president and CEO of ⓘ**Nuance** Communications. "Electronic commerce provides a cost-effective infrastructure for self-service for anyone who has access to the Internet. **V- Commerce** makes electronic commerce possible over the telephone."

"**V-Commerce** has the potential to dramatically improve the delivery of electronic commerce solutions because it doesn't require people to be in front of a computer for the entire life cycle of a transaction," says William Meisel, president, TMA Associates, Tarzana, CA. "With a number of successful companies participating in the effort, I expect **V-Commerce** to be rapidly adopted by Global 2000 companies."

Speech Recognition Enhances E-Commerce

Although traditional electronic commerce has revolutionized the way both consumers and businesses buy goods and services, its only works when people are sitting in front of their computers. **V-Commerce** takes electronic commerce to the next level by adding the ability to complete any or all of the three phases of a transaction -- the shopping or information gathering phase, the actual purchase, and post sales actions such as order status and support -- by speaking over a telephone or other connected device to an automated speech recognition system. **V-Commerce** enhances electronic commerce by making it:

Accessible -- transactions can be executed using the device that's most convenient

Easy to use -- users simply say what they want without having to learn to use new technologies or devices

Affordable -- its available to everyone that has a telephone

Secure -- a unique voice print can be used to restrict access to secure information

The Cornerstones of **V-Commerce**

Leading technology software, infrastructure and services companies are collaborating to form the **V-Commerce** Alliance. Typical **V-Commerce** applications will combine speech recognition with other products such as e-

commerce, application servers, packaged applications, IVR and telephony platforms and hardware and networking infrastructure. In addition to Nuance, charter members of the **V-Commerce** Alliance include: Artisoft, Inc. (Nasdaq: ASFT), Aspect Telecommunications, Inc. (Nasdaq: ASPT), Brite Voice Systems, Inc. (Nasdaq: BVSI), BroadVision, Inc. (Nasdaq: BVSN), Calico Technology, Inc., Dialogic Corporation (Nasdaq: DLGC), Destiny Software, Motorola, Inc. (NYSE: MOT), Natural Microsystems Corporation (Nasdaq: NMSS), Network Engines Inc., Periphonics Corporation (Nasdaq: PERI), SAP Labs, Inc. (NYSE: SAP), Syntellect, Inc.(Nasdaq: SYNL), SCITEC Limited, via World Network, Visa International, Voice Integrators and webMethods, Inc. Additional Alliance members will be added in the coming weeks.

Types of **V-Commerce** Applications

Companies looking to deploy **V-Commerce** applications could consider several styles of interaction that their customers, business partners or employees might use. They include:

Voice In/Out - As a stand-alone interface, the telephone or cellular phone offers consumer-friendly access to a range of commerce applications, such as brokerage and travel systems, at an extremely low cost. The application involves a dialogue over the phone with a speech system, making it well suited to transactions that would typically take place today using a touch-tone keypad, or by speaking to an agent in a call center.

Voice In/Out or Web In/Out - As more businesses move to offer transactional capabilities over the Web, so does the need to integrate the new functionality, through a common business server, with services accessible over the phone. For example, while a travel reservation may be made on the Web, it is the phone that is most accessible at an airport when a change to a flight is needed.

Voice In, Web or Device Out - The integrated use of voice input and visual output raises the bar for efficiency in completing a transaction. Instead of clicking through multiple web pages, users simply say their requests, and instead of the response being read back to them, it is displayed for easy reading.

"Providing superior service is one of the top priorities for American Airlines, whether our customers come in over the Web or the telephone," said John Samuel, managing director, interactive marketing, for American Airlines. "We see **V-Commerce** as being an effective way to meet that objective because it targets providing access to important information and services, no matter what interface they choose to use."

V-Commerce Application Architecture

A voice user interface (VUI) is represented in the interface tier of a three-tier architecture common to modern information technology architectures. In this tier users speak into a telephone or other networked device over a standard landline or wireless telephone line. Voice is carried over the Internet or PSTN. Apart from a VUI, **V-Commerce** applications also incorporate a common set of business rules, application programming interfaces and transaction middleware, which are shared between speech and Web applications. The database makes up the third tier of a **V-Commerce** application. The **V- Commerce** application architecture enables end-users to receive consistent functionality and service through whatever interface they choose.

Rapid **V-Commerce** Application Development

Three new technologies will enable easy and rapid development of **V- Commerce** applications:

Java and ActiveX Speech APIs -- Nuance recognition and verification functionality will be accessible through Java and ActiveX APIs enabling **V- Commerce** applications to be developed using popular Java and ActiveX development environments.

SpeechObjects -- **Nuance** SpeechObjects are a set of reusable speech application components designed to speed the development of speech systems. Using the API's described above, Java and ActiveX-based SpeechObjects make the development of speech recognition easy for all developers. Visual Basic, Java and C++ programmers can now easily integrate speech applications into existing systems without a lengthy learning curve. SpeechObjects are designed to be portable so that applications built with them can be deployed on major server and interactive voice response (IVR) platforms.

VoxML -- ⓘMotorola's Voice Markup Language (VoxML), simplifies the process of providing telephone access to content available on Web sites. VoxML, used in conjunction with SpeechObjects, enables HTML developers to easily extend their Web applications to incorporate speech recognition.

About the **V-Commerce** Alliance

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About ⓘ**Nuance** Communications

Named one of Upside's Hot 100 Private Companies and Red Herring's Top 50 Privately Held Companies, ⓘ**Nuance** Communications develops natural language speech recognition and speaker verification software for **V-Commerce** and enhanced network services applications. The company's products enable anyone to gain access to information and services and complete transactions using everyday conversational language. Headquartered in Menlo Park, California, the company focuses on customer service applications in call centers, particularly within the financial services and travel industries, and on enabling enriched functionality and new services in telecommunications networks. For more information, see **Nuance's** Web site at http://www.**nuance**.com or call (650) 847-0000.

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Vendors unite for voice on the Web

Gregory Dalton. **Informationweek**. Manhasset: Oct 12, 1998. , Iss. 704; pg. 34, 1 pgs

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Author(s):	Gregory Dalton
Publication title:	Informationweek. Manhasset: Oct 12, 1998. , Iss. 704; pg. 34, 1 pgs
Source Type:	Periodical
ISSN/ISBN:	87506874
ProQuest document ID:	35071920
Text Word Count	312
Article URL:	http://gateway.proquest.com/openurl?ctx_ver=z39.88-2003&res_id=xri:pqd&rft_val_fmt=ori:fmt:kev:mtx:journal&genre=article&rft_id=xri:pqd:did=000000035071920

Full Text (312 words)

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[Headnote]
ⓘMotorola, ⓘSAP, Visa, and others seek to expand access to Web services

More than a dozen vendors, including ⓘMotorola, ⓘSAP, and Visa International, joined forces last week to let users one day be able to give voice commands over telephones for transactions they now conduct on the Web using browsers.

The group, which calls itself the **V-Commerce** Alliance, includes Internet technology vendors such as ⓘBroadVision Inc. and WebMethods Inc. BroadVision will add speech-- recognition technology to its One-- to-One server early next year, says VP of marketing Sandra Vaughn.

ⓘMotorola's contribution involves VoXML, a programming language for developing voice applications the company introduced last week. ⓘSAP already has APIs that let developers write code for linking voice commands to its R/3 software suite, and plans to provide some of that functionality itself as it opens its apps to the Internet. "Anywhere you have Web applications, it's easy to have speech applications," says Robert Wenig, director of advanced technology at ⓘSAP Labs

The adoption of speech-recognition technology "will open up the world of E-commerce to anyone who has a telephone," says Donna Fluss, an analyst at Gartner Group Inc.

ⓘFidelity Investments will do just that next month by expanding its use of speech-recognition technology. Since February, the mutual fund giant has offered customers the ability to retrieve stock and mutual fund quotes over the telephone by speaking the name of the company. It will significantly enhance that service in a pilot service that lets users conduct actual stock trades over the phone. "The full gamut of our mainstream service will be enabled with speech," says Judith McMichael, ⓘFidelity VP of marketing.

ⓘFidelity hopes to reduce costs at its call centers, which handle more than 600,000 calls daily. The new service,

based on voice technology from Nuance Communications, one of the leaders of **V-Commerce**, is slated to be implemented early next year. -Gregory Dalton

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Reach out and touch the Web

Brian Quinton. **Telephony**. Chicago: Oct 19, 1998. Vol. 235, Iss. 16; pg. 43, 1 pgs

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Subjects:	Electronic commerce, Alliances, Product development
Classification Codes	9190 US, 5250 Telecommunications systems, 7500 Product planning & development
Locations:	US
Companies:	Nuance Communications, Motorola Inc(Ticker:MOT , Duns:00-132-5463)
Author(s):	Brian Quinton
Publication title:	Telephony. Chicago: Oct 19, 1998. Vol. 235, Iss. 16; pg. 43, 1 pgs
Source Type:	Periodical
ISSN/ISBN:	00402656
ProQuest document ID:	35273969
Text Word Count	606
Article URL:	http://gateway.proquest.com/openurl?ctx_ver=z39.88-2003&res_id=xri:pqd&rft_val_fmt=ori:fmt:kev:mtx:journal&genre=article&rft_id=xri:pqd:did=000000035273969

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Abstract (Article Summary)

Led by ⓘNuance Communications, a group of Web software and infrastructure developers wants to develop new applications for **v-commerce**, technology that will link voice and data, telephone, and PC to let Internet vendors reach customers who cannot reach their Web pages. At the heart of the **v-commerce** development initiative is a new markup language, VoxML, from ⓘMotorola, a partner in the alliance. VoxML simplifies embedding speech into Web pages and can be used in several call center or computer telephony applications.

Full Text (606 words)

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[Headnote]
Development alliance will foster e-commerce over the phone

For all its recent success as a 24hour retail shop and support center, electronic commerce has had to deal with one crucial restriction: How do you reach customers who aren't connected?

Studies show that only about 40% of U.S. homes have a PC, and that as few as 20% of those are plugged into the Internet. As a result, companies that want to use the Web to sell products, support customers or provide content are forced into a two-track approachusing both the Web and the telephone to reach clients. In many instances, these voice and data tracks don't intersect until they climb up the organization pyramid to the chief information officer. The common result is duplicated efforts, lack of coordination and a loss of potential cost efficiencies.

But a recently announced partnership among Web software and infrastructure developers hopes to change that. Led by speech recognition vendor ⓘNuance Communications, this group wants to develop new applications for v-

commerce, technology that will link voice and data, telephone and PC to let Internet vendors reach customers who can't reach their Web pages.

"The whole idea of **v-commerce** is to make it as easy as possible for companies that support two channels of customer service to make them consistent and easy to service," said a ⓘ**Nuance** spokesman. The PC surpassed the phone as the best channel for customer service, he said, but "now with speech recognition, we think it's time the phone provide service that's at least as good if not better than the computer."

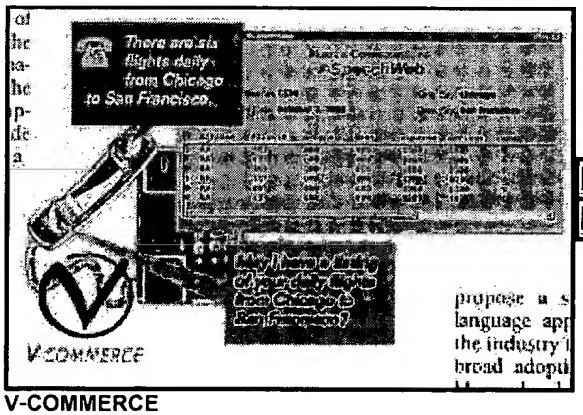
ⓘ**Nuance**, a spinoff of SRI International, spent 20 years developing a proprietary natural language speech recognition technology that works for any speaker and requires no system training. The company has deployed its platform in several corporate applications since 1996. Also, General Magic Inc. uses the voice recognition interface technology in its Portico personal assistant application. Bell Atlantic tested an internal dialer built with the **Nuance** VRI among some of its divisions and now is testing it in four agencies of the federal government, with plans to offer it to large corporate clients.

One of the first members to sign onto ⓘ**Nuance-commerce** alliance is Visa International, a significant investor in ⓘ**Nuance**. Other announced partners include customer management platform developer ⓘBroadVision Inc. and via World Network, an ⓘAndersen Consulting subsidiary that books travel for the company's 13,000 employees with a system built on the **Nuance** VRI. End users dial in and hear available flights read to them over the phone. The via World system complies with Arthur Andersen's special travel policy of looking for the lowest fare and flying coach unless it's after 10 p.m.

At the heart of the **v-commerce** development initiative is the new markup language from ⓘMotorola, another partner in the alliance and, like Visa, a ⓘ**Nuance** stockholder. VoxML simplifies embedding speech into Web pages and can be used in several call center or computer telephony applications, said Mitesh Patel, director of mobile applications platforms at ⓘMotorola's Internet and connectivity services division.

For ⓘMotorola, the **v-commerce** alliance offers an opportunity to make VoxML known and ultimately have it accepted as a standard for adding voice to Internet data.

"There's a need to develop voice applications quickly and easily," said Patel. "The purpose of this announcement is to propose a solution-the markup language approach-and to invite the industry to work with us for the broad adoption of this language." ⓘMotorola hopes working with groups such as the **v-commerce** alliance will result in a common, publicly available specification for voice markup that it can then submit to the World Wide Web Consortium as a standard.



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V-COMMERCE

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